



# OREGON

## COMPREHENSIVE TOBACCO CONTROL

### PUBLIC HEALTH PROBLEM

More than 500,000 adults in Oregon smoke. Tobacco contributes to 6,000 Oregon deaths annually. Of the 767,040 people aged 17 and younger in Oregon, more than 61,000 will die prematurely from a tobacco-related disease if current tobacco-use patterns persist.

### EVIDENCE THAT PREVENTION WORKS

Aggressive and comprehensive tobacco control programs in California, Florida, Massachusetts, and Oregon have produced substantial declines in rates of cigarette use. In California, home to one of the longest-running tobacco control programs, declines in rates of tobacco use have resulted in declines in rates of lung cancer and heart disease.

### PROGRAM EXAMPLE

Oregon's CDC-sponsored comprehensive tobacco control program includes hard-hitting media spots, innovative programs to help people quit smoking, a multifaceted school program, and widespread efforts to promote smoke-free workplaces and school environments. In addition, the state health department has created a full-time staff position with responsibility for eliminating disparities in tobacco use and has dedicated funding to target groups with high rates of tobacco use such as gay men, African Americans, and those with low incomes. Since Oregon's comprehensive program was established in 1996,

- Cigarette consumption has dropped by 23% (one billion cigarettes per year).
- The proportion of Oregon students who smoke dropped from 22% to 13% among 8<sup>th</sup> graders and from 28% to 22% among 11<sup>th</sup> graders.
- The proportion of Oregon adults who smoke decreased from 23% to 20%.
- Twenty-one Oregon communities have enacted local ordinances protecting citizens from second-hand smoke or restricting minors' access to tobacco products.

### IMPLICATIONS

Because almost all smokers begin smoking during their teenage years, preventing tobacco use among young people is critical to the overall goal of reducing the prevalence of smoking. Programs like the Oregon Comprehensive Tobacco Control Program play pivotal roles in reducing and eliminating tobacco use among Americans.